

Modern Archers Creating Boomlet With Automation

By REYNOLDS KNIGHT
Automation is helping an age-old sport — archery — to enjoy a happy boomlet that started in Southern California and could end up scoring a bull's-eye nationally.

Key to the boomlet is equipment that makes for easy and pleasant bow-and-arrowing indoors. The competitors shoot their arrows at the target, then touch a button, whereupon the target rolls back to where the archers stand for scoring and removal of the arrows. Several of the archery "alleys" that have sprung up in the Southwest are not only using this equipment, but incorporating on the same premises all the social extras you find at many bowling alleys — coffee shops, cocktail lounges with soft lighting, expensive decor and so on.

The nation has only about seven million latter-day Robin Hoods, but their ranks are expected to swell as the archery boom expands. There already are facilities in New York and several other Eastern and Midwestern states, and new ones are under construction. The estimated \$33 million spent by individuals on equipment for the sport last year was up 12 per cent over 1962, and a like advance is foreseen for 1964.

NEW SOURCE — A shipment of 11 long tons of rubber arriving in Akron, Ohio, acknowledged rubber capital of the world, normally wouldn't stir much interest, especially as the industry expects to consume some 1,770,000 long tons — a record — this year.

One particular 11-ton batch, however, was sufficiently different to attract a number of executives from the B. F. Goodrich Co. to the St. Lawrence Seaway port of Ashtabula, where the bales were unloaded. It represented the first yield from BFG's natural rubber plantation in the West African Republic of Liberia.

J. W. Keener, president of the company, recently attended the fifth inauguration of Liberian President William V. S.

Tubman, BFG has an 80-year lease on 600,000 acres of Liberian countryside, and planted its first rubber tree there in July, 1955. Planting has continued during every wet season since (it rains from May through October) and more than 10,000 acres are under cultivation, Keener said. Dry months are used for jungle clearing.

Keener said the rubber industry is an important factor in the Liberian economy, paying several million dollars annually in land rental and taxes, as well as helping to provide employment for the population of the tiny country, which is about the size of Ohio.

PEN PEAK — U.S. writing instrument manufacturers appear to have set up an all-time production record in the year just ended. Although an official tally won't be available for several months, a leading pen maker estimates that the industry shipped close to 880 million fountain pens, ballpoints and mechanical pencils in 1963. Their dollar value at factory prices should exceed \$134 million, he said.

These figures do not represent major increases over the preceding year; rather they reflect the steady upward trend of the last several years, according to Walter A. Sheaffer II, president of the W. A. Sheaffer Pen Co. of Fort Madison, Iowa. Continued modest increases in unit production and dollar value are anticipated in 1964, he said.

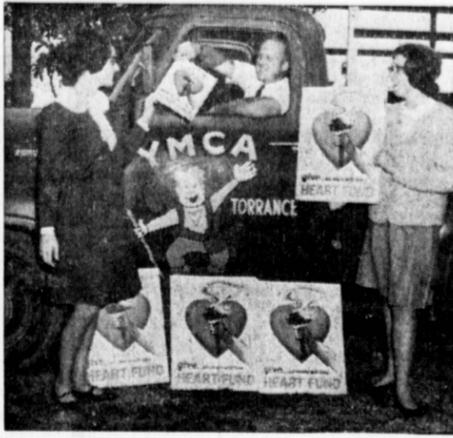
Ballpoint pens continue to be the major force behind the industry's upward movement, Mr. Sheaffer noted, although cartridge fountain pens are becoming firmly established as a second factor in the writing instrument market. Sixty per cent of all fountain pens now utilize the cartridge-fill principle, he said, adding that the popularity of this type of writing tool stems from the fact that it combines ballpoint filling convenience with the writ-

ing advantages of a flexible fountain pen point.

THINGS TO COME — A new type of game billiards and pool involves an elliptical-shaped pool table having only one pocket; the game was developed by a college student, and the table with related equipment is offered by a New Rochelle, N. Y. manufacturer . . . For skiers, there's a new eye shield that fits closely over the eyes, unlike existing types, yet allows for free air circulation and has interchangeable lenses for bright or cloudy conditions . . . To save space in the kitchen, there's a new spice rack that is "snapped" onto a kitchen shelf without requiring screws or nails; it can easily be removed and put away in periods when the housewife plans little "heavy" cooking.

YES, WE'RE WEALTHY — A study just published estimates the nation's total wealth — assets owned by individuals, business and governments — at \$1.7 trillion. This includes investments overseas, but does not count the value of the government's military equipment. The figure means (if you like averages) we're worth \$10,000 each. Growth rate since the end of World War II have varied sharply among different classifications. Total household wealth has advanced by 150 per cent, but assets held by the federal government have risen a modest 40 per cent. Households account for the largest chunk of the total, with incorporated businesses a distant second.

BITS O' BUSINESS — Americans used up a record of \$1.9 billion worth of house paints and allied coatings in 1963; trade circles say the long, mild autumn, which encouraged outdoor painting helped produce the record. . . Total volume in automotive parts and accessories is expected to top the \$10-billion-a-year level before 1970.



SO MORE WILL LIVE . . . Young people of Torrance are assisting the 1964 Heart fund campaign by distributing posters and assuming other duties. Shown here with Arthur Sears, program director of the YMCA, are Janice Lavendar, left, 1754 Martina, secretary of the Daffodils, and Ellen Banks, 1751 Martina, president. The Daffodils is one of the many girls' service clubs meeting at the YMCA. Another worker will be James Palmer of 2733 Cabrillo Ave.

Girl Scout Troop 2552 Plants Underpass Area

Thirty Girl Scouts planted ice plant on the southwest slope of the Yukon Street underpass yesterday in an effort to control erosion in the area.

The service project, organized by the Girls Scouts of Troop 2552, culminated more than a year's preparation and planning, according to Mrs. Beverly Michaelis, leader of the troop.

The girls, who attend Yukon School and St. Catherine's School, are 9 to 11 years old. Their work will count toward their service awards under the Sign of the Star. Mrs. Betty Hilger, assistant leader, and Mrs. Michaelis worked through the city department in arranging the project.

Club Welcomes Nine Members

Nine new members were recently installed into the Order of Athena, South High's girls service club. The new members were installed along with officers for the spring semester.

The new members are: Susan Frantik, Linda Keener, Susan Livingston, Nancy Menashe, Patricia Montooth, Eileen Moore, Anita Schwartz, Roxanne Werden, and Alta Yock.

South High Valentine's Dance Slated

"Let Me Call You Sweetheart" will be the theme of the first annual Sweetheart Ball at South High School.

The dance, sponsored by the Athena and Apollo service clubs on the Spartan campus, will be held Feb. 14. The Esquires will provide dancing music for the evening.

Decorations will feature red couple cards. Bids for the dance, which is scheduled for 8:30 p.m., are \$1.50 per couple.

Local Heart Neighbors Will Have 'Night Out'

Arlene Harris, fast-talking comedienne of screen and radio, will be mistress of ceremonies at the "Heart Neighbors Night Out" party Wednesday, at 8 p.m., at Torrance High School auditorium. Mrs. Carl B. Pearson Jr. of Tor-

rance is chairman of the event. More than 6,000 Heart Assn. volunteers of the Centinela-Southwest areas who will participate in Heart Sunday Weekend, Feb. 13 to 16, and Business-With-A-Heart Days, tomorrow through Thursday are invited to attend.

Gardena Sets Tribute to Kenneth Hahn

The city of Gardena will honor Supervisor Kenneth Hahn at a testimonial dinner to be held in the Junipero Serra High School Auditorium, 14830 S. Van Ness Blvd., Gardena, at 7:30 p.m. Feb. 22. Ticket donations are \$5 per plate.

Tickets are now available at all Chambers of Commerce in the county's second supervisorial district and at the office of Harvey Chapman, Gardena city councilman, 15420 S. Crenshaw Blvd., DA 3-5400.

"All citizens are invited to attend the event planned as a tribute to Supervisor Hahn for his many years of faithful public service," Chapman said.

Songwriters Club Slates Entertainment

Vel-De-Nez Songwriters Club met Saturday at 7:30 to a Valentine theme in the American Legion Hall, 1620 Board Ave., Wilmington.

Included on the program were Judy Jackson of Torrance in two dance numbers; a Polish mountain dance, in original Polish costumes, by Nikki Bednorz and Jacqueline and Christine George; new song by Mary Allen of Torrance sung by Rosario Onorato; and many other musical and dance numbers.

Membership in the club includes songwriters, musicians and artists.

Gardena Club Hosts Local Toastmasters

The hosts, Gardena Toastmasters Club 861, elected the guests, Torrance Toastmasters Club 695, trophy winners at the clubs' combined meeting.

Lincoln Schmidt presided and presented Chet D'Anna, new member of the Torrance club, as the most outstanding speaker of the evening following his discussion titled "The Way the Ball Bounces."

Table Topics trophy for the best ad lib speech was awarded Ross Potter who supported a reporters right to cover the proceedings of any Los Angeles court.

Spartans Visit Santa Monica

Members of the South High Student Council recently visited Santa Monica High School in an exchange program.

The exchanges provide an opportunity for student leaders to visit with each other and exchange ideas on student government and leadership.

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